

#CommsChat Transcript 20 Sept 2010

Online communities special w/ Amber Naslund

6:59 pm **CommsChat:** RT @AmberCadabra: Alright, #commschat party animals. You ready to get this thing started? Kickoff question in T-minus one minute #CommsChat

6:59 pm **AdamFairclough:** I work in public sector communications, specifically community, environment and regeneration projects... hi! #CommsChat

6:59 pm **bbenishek:** Hi! I'm Becky, currently the MyPath.com community manager & @MyPath_MP #commschat

6:59 pm **Dan_Martin:** Dan Martin, editor of @BusinessZone, self-confessed twaddict and CommsChat regular #commschat

7:00 pm **sarah_irene:** Checking out #CommsChat today! #CommsChat

7:00 pm **totmac:** @commschat - Looking forward to my very first #commschat #CommsChat

7:00 pm **CommsChat:** Make sure you are following our guest host @AmberCadabra tonight #CommsChat

7:00 pm **PRAMITASEN:** Hi everyone. I am a Mktng. & Sales Associate wrking in a niche finance indus. Excited for this chat!!! #commschat

7:00 pm **bbenishek:** @AdamFairclough That sounds great! #commschat

7:00 pm **KaryD:** Planning to do a little eavesdropping into the #commschat discussion.

7:00 pm **AmberCadabra:** Alright, #commschat! Here we go. Q1: What's your criteria or definition for "community"? How do you identify one?

7:01 pm **Florina_B:** Hello everyone! Florina here, a graduate in communication and PR with a passion for branding! #commschat is already my Monday habit!

7:01 pm **NordicaLDN:** Hello all #commschat #commschat

7:01 pm **CommsChat:** RT @AmberCadabra: Alright, #commschat! Here we go. Q1:Whats your criteria or definition for "community"? How do you identify one? #CommsChat

7:01 pm **pillarp:** Good evening fellow CommsChatters, I'm Lynne, I run a small agency in beautiful North Yorkshire. #commschat

7:01 pm **ahvance:** I'm an Online Community Manager in the #ATL & this is my first #commschat - I'm excited to learn from everyone :)

7:01 pm **AmberCadabra:** Oh! And I'm Amber, Director of Community for @Radian6 and your guest host for today. :) #commschat

7:01 pm **Florina_B:** Q1: United by one idea and sharing the same values #commschat


7:01 pm **EmilyCagle:** Hi. Flurry of tweets coming over next hour. I'm Emily Cagle, comms consultant and co-founder of #commschat

7:01 pm **NordicaLDN:** Comms consultant & blogger #commschat #commschat

7:01 pm **bbenishek:** RT @AmberCadabra: Q1: Whats your criteria or definition for "community"? How do you identify one? #commschat

7:02 pm **totmac:** Good evening all. I'm Tom - social media manager @delineo. #commschat. #CommsChat

7:02 pm **mazherabidi:** I'm Maz - marketer just coming off a year out at uni... #commschat

7:02 pm **AdamSuffolkU:** Hey all. Adam here. Social Media Manager at Suffolk University  - a Comms grad student there too! Good to be here #CommsChat

7:02 pm **CommsChat:** We're on Q1: What's your criteria or definition for "community"? How do you identify one? #CommsChat

7:03 pm **b2b_chat:** @AmberCadabra From a biz standpoint: invested in a particular tech / industry Q1 #commschat

7:03 pm **RelocationAlly:** hmm what's #commschat? Wonder if it's like #cmgrchat! (I'm Jenn - Community Manager here at Alliance Relocation Services) #commschat

7:03 pm **NotFromBolton:** In biological terms, a community is a group of interacting species sharing a populated environment > Wikipedia #CommsChat

7:03 pm **EmilyCagle:** RT @AmberCadabra Q1:Whats your criteria or definition for "community"? How do you identify one? #commschat

7:03 pm **tab_b:** Good afternoon! Tabatha here! Community specialist/mod, first time here at #commschat - looking forward to the discussion. :) #commschat

7:03 pm **VincentAmmirato:** A1 #commschat - Communities form around common interests, goals, ancestry, etc. Typically there is some (albeit small) barrier to entry, too

7:03 pm **Jonk87:** Will participate as much as possible in #commschat in between my deliveries at work :-)

7:03 pm **AdamFairclough:** In any Community, people share similar values, with a smaller proportion of the same community willing to 'act' on these values #CommsChat

7:03 pm **NordicaLDN:** defining community over at #commschat: where people with the same interests meet to network, share ideas etc #commschat

7:03 pm **CommsChat:** RT @NotFromBolton: In biological terms, a community is a group of interacting species sharing a populated environment > Wikipedia #CommsChat

7:03 pm **bbenishek:** RT @AdamFairclough: Q1: People share similar values, w/a smaller proportion of the same community willing to act on these values #commschat

7:04 pm **AmberCadabra:** To me, a community needs to not just gather around a common interest, but have some kind of shared sense of purpose. #commschat

7:04 pm **SuzieLin:** Going to do my best to participate today #commschat

7:04 pm **TeresaBasich:** Hovering. :) #commschat

7:04 pm **bbenishek:** @RelocationAlly *waves to Jenn* #commschat

7:04 pm **alizasherman:** RT @AmberCadabra: To me, a community needs to not just gather around a common interest, but have some kind of shared sense of purpose. #commschat

7:04 pm **myFootpath:** @RelocationAlly If you find out about #commschat, will you let me know? Thanks!

7:04 pm **GabrielleNYC:** RT @NotFromBolton: In biological terms, a community is a group of interacting species sharing a populated environment > Wikipedia #CommsChat

7:04 pm **bbenishek:** @AmberCadabra Agreed. Without the purpose, it's just a bunch of random chatterers. #commschat

7:04 pm **markvanbaale:** Looks like a great chat going on now that is being hosted by @AmberCadabra today: #commschat(talking about community)

7:04 pm **superdumb:** RT @AmberCadabra: To me, a community needs to not just gather around a common interest, but have some kind of shared sense of purpose. #commschat

7:04 pm **AdamVincenzini:** Hey #CommsChat gang - I'm operating from @CommsChat tonight - feel free to msg me there :)

7:04 pm **mazherabidi:** Community - groups where members come together and interact based on a common theme. Transactional, relationship, interest... #commschat

7:04 pm **AmberCadabra:** Community can have a dictionary definition, but when we speak to building one, it takes more than just a bunch of people. #commschat

7:04 pm **mollyborchers:** I like this one RT @NordicalDN: defining community at #commschat: where ppl with the same interests meet to network, share ideas #commschat

7:05 pm **Dan_Martin:** RT @NotFromBolton Biological terms, community = grp of interacting species sharing populated environment > Wikipedia #commschat

7:05 pm **PRAMITASEN:** Q1> Group of communicators who share and add value to my life and business = Community! #commschat

7:05 pm **AdamSuffolkU:** Q1: Criteria for community: a group of people sharing a common culture; including activities, language etc. & their meanings #CommsChat

7:05 pm **SuzieLin:** Q1 To me a community is a group who share a passion around something with a desired goal/purpose #commschat

7:05 pm **RelocationAlly:** @bbenishek *Waves* hi becky! #commschat

7:05 pm **AdamFairclough:** I think we should explore communities from a communications context rather than a biological one #CommsChat

7:05 pm **CommsChat:** RT @SuzieLin: Q1 To me a community is a group who share a passion around something with a desired goal/purpose #CommsChat

7:05 pm **ahvance:** RT @NordicalDN: defining community over at #commschat: where people with the same interests meet to network, share ideas etc #commschat

7:05 pm **Florina_B:** RT @AdamFairclough: I think we should explore communities from a communications context rather than a biological one #CommsChat

7:05 pm **sarah_irene:** I Agree RT @SuzieLin: Q1 To me a community is a group who share a passion around something with a desired goal/purpose #CommsChat

7:05 pm **ItStartsWithUs:** RT @AmberCadabra: A community needs to not just gather around a common interest, but have some kind of shared sense of purpose. #commschat

7:05 pm **tab_b:** Q1: Community: A group of individuals with common interests/purpose, willing to act on their words, discuss and interact them. #commschat

7:06 pm **AmberCadabra:** @PRAMITASEN So community is defined by how they add value to you? What about value in their terms? :) #commschat

7:06 pm **NotFromBolton:** The concept of community has yet to be nailed down by sociologists but a common theme is more than two people with a shared goal #CommsChat

7:06 pm **totmac:** @suzielin has it on the nose there #CommsChat

7:06 pm **Dan_Martin:** Q1 Community = A group of people united by similar interests, passions and values. #commschat

7:06 pm **brynajones:** Wish I could participate in #commschat but am about to head into a meeting to talk about...community management :) I'll take a peek after.

7:06 pm **AdamFairclough:** I think the 'willingness to act' part of a community is reserved to a much smaller portion of an overall community #CommsChat

7:07 pm **AmberCadabra:** @AdamFairclough I agree. So, give me some criteria that differentiate a community driven by communication? #commschat

7:07 pm **marsee:** RT @AmberCadabra To me, a community needs to not just gather around a common interest, but have some kind of shared purpose #commschat

7:07 pm **mazherabidi:** For members, discussions don't always have to have a purpose in communities eg: messageboard. Purpose is for marketers mainly #commschat

7:07 pm **PRAMITASEN:** Not necessarily. RT @Dan_Martin: Q1 Community = A group of people united by similar interests, passions and values. #commschat

7:07 pm **MWCemily:** Hi, all. I'm the Integration Architect at a marketing firm in ABQ, NM. I think a community is where members rely on one another. #commschat

7:07 pm **SuzieLin:** @totmac Thank you! Glad you agree =) #commschat

7:07 pm **NotFromBolton:** RT @Dan_Martin: Q1 Community = A group of people united by similar interests, passions and values. // We could do this 4 hours :) #CommsChat

7:07 pm **brandoneculture:** RT @Florina_B: Hello everyone! Florina here, a graduate in communication and PR with a passion for branding! #commschat is already my Monday habit!

7:07 pm **EmilyCagle:** Yes. RT @Dan_Martin: Q1 Community = A group of people united by similar interests, passions and values. #commschat

7:07 pm **brandoneculture:** RT @Florina_B: Q1: United by one idea and sharing the same values #commschat

7:07 pm **RelocationAlly:** Q1: A community is a group of people brought together from anywhere with similar interests & causes. Generally positive. #commschat

7:07 pm **AmberCadabra:** @AdamFairclough I agree. I think community participation/affinity can be passive, and not always demanding activity. #commschat

7:07 pm **PRAMITASEN:** @Dan_Martin I enjoy interacting with people in my community who have diff. interests and passion... #commschat

7:08 pm **AdamSuffolkU:** Q1: A comms community is formed through communicating, negotiating and enacting shared goals, lives, and passions #CommsChat

7:08 pm **kseniacoffman:** @AmberCadabra Agree, purpose have to there - otherwise it's just socializing. Q1 #commschat

7:08 pm **KaryD:** Recently re-read Cluetrain in which they define community as a group of people who are abt each other more than they have to. #commschat

7:08 pm **AdamFairclough:** @AmberCadabra To feel aligned to a shared set of values, beliefs or aspirations which, as communicators, we must identify #CommsChat

7:08 pm **mazherabidi:** Members of a community can easily come together "just to chat"...there's no real purpose there. Purpose comes from the monetisers #commschat

7:08 pm **SethOrNone:** Just hopping into a great chat hosted by @AmberCadabra regarding communities in social media! #commschat

7:08 pm **AndrewSprung:** community needn't share a passion or culture - e.g, your neighborhood. Common interest and good will can be enough #commschat

7:08 pm **CommsChat:** If you've just arrived, this is the 'online communities' special w/ our guest host @AmberCadabra#CommsChat

7:08 pm **AmberCadabra:** Okay, so if community is a united group around common goals, who defines those goals? How are they shared? #commschat

7:08 pm **EmilyCagle:** RT @AmberCadabra [...] community participation/affinity can be passive, and not always demanding activity. #commschat

7:09 pm **totmac:** @mazherabidi For enjoyment of a shared topic presumably? #CommsChat

7:09 pm **CloutMobile:** RT @AmberCadabra: To me, a community needs to not just gather around a common interest, but have some kind of shared sense of purpose. #commschat

7:09 pm **Dan_Martin:** @PRAMITASEN True but there's always something which unites them #commschat

7:09 pm **AdamFairclough:** @mazherabidi But isn't that purpose just to chat? A social purpose? #CommsChat

7:09 pm **Suzielin:** Q1 Members of a community can be brought together for many reasons but when I think of online, it's usually a common interest #commschat

7:09 pm **PRAMITASEN:** @AmberCadabra Absolutely. If I can add value to their life, it adds value to my life in return as well (emotional vs. tangible) #commschat

7:09 pm **ahvance:** Will there be a transcript following #commschat? I want to participate but I'm afraid work calls : /

7:09 pm **kseniacoffman:** @mazherabidi But isn't it a "purpose" to get new insights, learn something? Purpose does not have to be abt \$\$ Q1 #commschat

7:09 pm **bbenishek:** RT @AmberCadabra: If community is a united group around common goals, who defines those goals? <They evolve organically, I think. #commschat

7:10 pm **NotFromBolton:** RT @Dan_Martin: @PRAMITASEN True but theres always something which unites them // Absolutely a common goal #CommsChat

7:10 pm **PRAMITASEN:** @Dan_Martin Agreed! The passion for sharing and communicating for instance! #commschat

7:10 pm **bbenishek:** @AmberCadabra Goals being different than guidelines. #commschat

7:10 pm **AmberCadabra:** We assert that we're "building communities" but too often based on OUR definition of value. Vision has to be driven from within. #commschat

7:10 pm **Florina_B:** @bbenishek agree! they are naturally defined #commschat

7:10 pm **mazherabidi:** @AdamFairclough @totmac - absolutely: communities of interest. But as marketers, the monetisation element unfortunately creeps in #commschat

7:10 pm **RichBecker:** @AmberCadabra In sociology, ideas are forwarded from individuals in the group and those become adopted or rejected. #commschat

7:10 pm **RelocationAlly:** I find it interesting that Communities have gone from your local neighborhood, to these global online pockets. #commschat

7:10 pm **CommsChat:** RT @AmberCadabra: If community is a united group around common goals, who defines those goals? #CommsChat

7:10 pm **DanielaBolzmam:** > @AmberCadabra: To me, a community needs to not just gather around a common interest, but have a shared sense of purpose. #commschat

7:10 pm **40deuce:** hello people! I'm swinging by to see what's up in this chat #CommsChat

7:10 pm **Florina_B:** RT @AmberCadabra: We assert that we're "building communities" but too often based on OUR definition of value. Vision has to be driven from within. #commschat

7:10 pm **kseniacoffman:** @ahvance Re: transcript, you can always generate your own at <http://withashtag.com/Commschat#commschat>

7:10 pm **NotFromBolton:** See >>> common goal >> communicate >> community >> There is a theme in there somewhere ;) #CommsChat

7:11 pm **tab_b:** Goals needn't be tangible; the goal may be something as simple as support. IE: Communities for parents. #commschat

7:11 pm **AdamSuffolkU:** @AmberCadabra Goals are defined by the community AND the individuals as members of that community. Shared by interacting #CommsChat

7:11 pm **AdamFairclough:** @AmberCadabra Human need is one source of shared interest, for instance, we all want to live in safety without fear of crime #CommsChat

7:11 pm **parissab:** RT @AmberCadabra: We assert that we're "building communities" but too often based on OUR definition of value. Vision has to be driven from within. #commschat

7:11 pm **AmberCadabra:** @RichBecker Do you think that translates online? #commschat

7:11 pm **RobertMoranLA:** RT @DanielaBolzmam: > @AmberCadabra: To me, a community needs to not just gather around a common interest, but have a shared sense of purpose. #commschat

7:11 pm **Florina_B:** @AmberCadabra and that is sometimes how brands go wrong, trying to build a community #commschat

7:11 pm **deirdreid:** @ahvance You can go to What the Hashtag and search for #commschat and pull up a transcript.

7:11 pm **SuzieLin:** Sometimes it's a common goal that brings the community together #commschat

7:11 pm **bbenishek:** @RelocationAlly And that you can feel the same sense of community without leaving your house. #commschat

7:11 pm **TomCayman:** Online Community - shared interest, purpose.. but works best if shared PASSION #commschat

7:11 pm **parissab:** @AmberCadabra yes but there has to be some test balloon of what the value could be #commschat and ask for feedback and refine as you go

7:12 pm **PRAMITASEN:** RT @SuzieLin: Sometimes its a common goal that brings the community together #commschat

7:12 pm **RobertMoranLA:** RT @AdamSuffolkU: @AmberCadabra Goals are defined by the community AND the individuals as members of that community. Shared by interacting #CommsChat

7:12 pm **RichBecker:** @AmberCadabra Yes. People are always trying to forward ideas within groups. #commschat

7:12 pm **AmberCadabra:** @daniellesmyname Aha. So then as businesses, what's our role to shape and guide that community? #commschat

7:12 pm **RelocationAlly:** @myFootpath yea I think that #commschat is just about communication? Guessing.

7:12 pm **elainepace:** RT @AmberCadabra: We assert that we're "building communities" but too often based on OUR definition of value. Vision has to be driven from within. #commschat

7:12 pm **SethOrNone:** Applies online too - RT @RichBecker In sociology, ideas come from individuals in the group and those become adopted/rejected. #commschat

7:12 pm **NicWirtz:** #commschat As communities grow and splinter, so the amount of goals increase and change.

7:12 pm **CommsChat:** RT @TomCayman: Online Community - shared interest, purpose.. but works best if shared PASSION / thoughts? #CommsChat

7:12 pm **dbbradle:** @RobertMoranLA Otherwise they're just an audience, right? #CommsChat

7:12 pm **CommsChat:** RT @AmberCadabra: @daniellesmyname Aha. So then as businesses, whats our role to shape and guide that community? #CommsChat

7:12 pm **mazherabidi:** Bingo...RT @TomCayman: Online Community - shared interest, purpose.. but works best if shared PASSION #commschat

7:12 pm **mollyborchers:** @RelocationAlly #commschat is about online communities #commschat

7:12 pm **RelocationAlly:** @bbenishek in some cases more b/c you can assign whatever feelings you want to a faceless group. #commschat

7:12 pm **jkhoey:** RT @AmberCadabra: To me, a community needs to not just gather around a common interest, but have some kind of shared sense of purpose. #commschat

7:13 pm **AdamFairclough:** This message board should be an example of a community with shared passion for communications -so why are we passionate about it? #CommsChat

7:13 pm **RobSilverstone:** Q: Social Media is not community. See a lot of SM community roles but one uses SM to create / grow communities #CommsChat

7:13 pm **AmberCadabra:** Q2: As a company or leader of a community, what's your role in establishing or guiding it? #commschat

7:13 pm **jpgombita:** The great thing about new media is publics are free to identify themselves rather than waiting for org. to identify them. Grunig #CommsChat

7:13 pm **SuzieLin:** RT @AmberCadabra: Q2: As a company or leader of a community, whats your role in establishing or guiding it? #commschat

7:13 pm **totmac:** @AmberCadabra Support and guidance. #CommsChat

7:13 pm **CommsChat:** Q2 >> RT @AmberCadabra: Q2: As a company or leader of a community, whats your role in establishing or guiding it? #CommsChat

7:13 pm **andynowlan:** Would suggest the community and goals are self-defined and developed, online translation can sometimes simply mean facilitation #commschat

7:13 pm **mollyborchers:** Hmm Interesting. Not everyone in a community is interested in the same thing Sometimes they're bound by something else #commschat #commschat

7:13 pm **RelocationAlly:** @mollyborchers Ahhh interesting. Would go well with the Community Manager chat (#cmgrchat) on Wednesday afternoons! ha #commschat

7:13 pm **SethOrNone:** @RichBecker Agree with your line of thinking - Opinions are individually inspired, but are validated by community #commschat

7:13 pm **40deuce:** RT @AmberCadabra: Q2: As a company or leader of a community, whats your role in establishing or guiding it? #CommsChat

7:14 pm **mazherabidi:** @AdamFairclough Yes, this is a community of interest...no transactions taking place here... #commschat

7:14 pm **CommsChat:** We're on to Q2: As a company or leader of a community, what's your role in establishing or guiding it? #CommsChat

7:14 pm **AmberCadabra:** @RobSilverstone Agree that SM and community are not the same thing. #commschat

7:14 pm **RelocationAlly:** Making it grow. RT @AmberCadabra: Q2: As a company or leader of a community, whats your role in establishing or guiding it? #commschat

7:14 pm **AmberCadabra:** @totmac Help us define that. Support and guide what? #commschat

7:14 pm **NotFromBolton:** RT @AmberCadabra: Q2: As a company or leader of a community, whats your role in establishing or guiding it? #CommsChat

7:14 pm **AdamFairclough:** @mazherabidi Actually, I'm being paid to appear here (only joking ;-)) #CommsChat

7:14 pm **SuzieLin:** Q2 As a leader it should be to make sure everyone has a voice, is on the same page, ideas are shared and growing its members #commschat

7:14 pm **EmilyCagle:** RT @CommsChat: Were on to Q2: As a company or leader of a community, whats your role in establishing or guiding it? #commschat

7:14 pm **Jonk87:** @AmberCadabra I agree it should be a shared sense of purpose as well as a common sense of values. #commschat

7:14 pm **ryanknapp:** Hopping in a bit for the first time at #commschat. Ryan here, New Media Coordinator and building community for @nscaa.

7:14 pm **CommsChat:** Feel free to preface your response with A2 for Q2, A3 for Q3 etc #CommsChat

7:14 pm **NordicaLDN:** Q2: As The Moderator you'd be there to guide and encourage interaction #commschat #commschat

7:14 pm **alisaan:** Am at work so can't participate in #CommsChat but enjoy checking it out in between pivoting tables :)

7:14 pm **PRAMITASEN:** Q2> Establishing the needs of the community, and delivering/suggesting results/solutions to the best of the capabilities #commschat

7:14 pm **dbbradle:** @AmberCadabra You're role is to connect. #CommsChat

7:15 pm **WriterChanelle:** Lurking at #commschat

7:15 pm **bbenishek:** Providing resources. RT @CommsChat: Q2: As a company or leader of a community, whats your role in establishing or guiding it? #commschat

7:15 pm **RobertMoranLA:** @dbbradle yes. Exactly. Community is about interaction at all levels for a single purpose. #commschat

7:15 pm **Dan_Martin:** Q2: Company/community leaders need to listen and respond but step in when things get out of hand #commschat

7:15 pm **AmberCadabra:** @RichBecker Indeed. And the willingness to LET that happen is, I think, why some "brand" communities thrive (and others not) #commschat

7:15 pm **NicWirtz:** #commschat The shared interest is often enough to grow the community, especially if they are passionate about it.

7:15 pm **bbenishek:** @WriterChanelle *waves* #commschat

7:15 pm **andynowlan:** Perhaps being the catalyst for growth? RT @RelocationAlly: Making it grow. #commschat

7:15 pm **mazherabidi:** Q2: I think the best communities are ones that support themselves - leaders should essentially facilitate that gathering #commschat

7:15 pm **RichBecker:** @SethOrNone Thanks. Unfortunately, sometimes groups validate ideas that are not valid. #commschat

7:15 pm **SethOrNone:** @RelocationAlly Just making it grow? What about guiding it toward a specific objective (which may or may not mean growth)? #commschat

7:15 pm **AmberCadabra:** @dbbradle Define that more. Connect what? Whom? And in what way? #commschat

7:15 pm **RelocationAlly:** Q2: Connect, interact, inform, educate, help, demonstrate, etc. #commschat

7:15 pm **tab_b:** @AmberCadabra To give people a voice. To help guide discussions and make conversation flow. Encouragement for forward discussion. #commschat

7:15 pm **CommsChat:** RT @Dan_Martin: Q2: Company/community leaders need to listen and respond but step in when things get out of hand #CommsChat

7:15 pm **parissab:** Q2 #commschat interesting. brands getting "permission" to enter the conversation. may look to be more authentically interested in audience

7:15 pm **NotFromBolton:** Establishing a community is more about observing what is already out there and bringing it together to meet your objective? #CommsChat

7:15 pm **WriterChanelle:** Knowledge sharing RT @AmberCadabra: Q2: As a company or leader of a community, what's your role in establishing or guiding it? #commschat

7:15 pm **NicWirtz:** #commschat A shared goal is desirable but not the be all and end all.

7:15 pm **RelocationAlly:** @SethOrNone Definitely agree. Limited answer b/c of the 140 characters ;) #commschat

7:15 pm **LynnKoves:** Being a good listener. RT @AmberCadabra Q2 As a company or leader of a community, what's your role in establishing or guiding it? #commschat

7:15 pm **elliottross:** RT @AmberCadabra: a community needs to not just gather around a common interest, but have some kind of shared sense of purpose. #commschat

7:15 pm **CommsChat:** RT @AmberCadabra: @dbbradle Define that more. Connect what? Whom? And in what way? #CommsChat

7:16 pm **AmberCadabra:** We have GOT to let go of these "connect", "conversation" and other fluffy words and articulate what we MEAN by them. #commschat

7:16 pm **TomCayman:** Some may be confusing platform with community. Anyone here old enough (sigh) to remember bulletin boards ? #commschat

7:16 pm **SuzieLin:** RT @PRAMITASEN: Q2 Establish the needs of community, & delivering/suggesting results/solutions to the best of the capabilities #commschat

7:16 pm **40deuce:** Q2: I try to make my company visible in communities based around what we do, while also trying to connect our community together #CommsChat

7:16 pm **mazherabidi:** @SethOrNone Is it not the members of the community that ultimately shape the goals, as that's what they want to talk about? #commschat

7:16 pm **AdamFairclough:** I'm doubtful online communities have 'leaders' as such, but facilitators, influencers and resources #CommsChat

7:16 pm **AmberCadabra:** @LynnKoves And doing what after you listen? #commschat

7:16 pm **bbenishek:** @TomCayman *raises hand* And IRC. #commschat

7:16 pm **AdamSuffolkU:** Q2: As a leader of a community, a salient role in establishing/guiding it can be to make sure it includes all members ideas/input #CommsChat

7:16 pm **40deuce:** or at least that's an easy way of saying it in 140 characters #CommsChat

7:16 pm **RobSilverstone:** @AmberCadabra Role is to engage, be the 'voice' of the company online, keep the messaging consistent, provide insight #CommsChat

7:16 pm **NotFromBolton:** RT @AdamFairclough: Im doubtful online communities have leaders as such, but facilitators, influencers and resources #CommsChat

7:16 pm **ryanknapp:** Q2: Establish it and help watch over, but allow community to self-guide unless it becomes destructive. #commschat

7:16 pm **RichBecker:** @AmberCadabra Exactly right. And one has to be careful not to allow that purpose to become attached to an individual. #commschat

7:16 pm **bbenishek:** Yes! RT @40deuce: Q2: Try to make my company visible in comms based around what we do, while also trying to connect our comm. #commschat

7:17 pm **AmberCadabra:** @WriterChanelle What knowledge? With whom? How do you decide? #commschat

7:17 pm **EmilyHaughey:** RT @AmberCadabra: We've GOT to let go of these "connect", "conversation" & other fluffy words & articulate what we MEAN by them. #commschat

7:17 pm **GinaBo:** Clear direction, engagement, knowledge @CommsChat: Q2: As leader of a community, whats your role in establishing or guiding it? #CommsChat

7:17 pm **ryanknapp:** @TomCayman In soccer we still use bulletin boards as a primary way to do things. And old school list-serv. #commschat

7:17 pm **CommsChat:** RT @AmberCadabra: We have GOT to let go of these "connect", "conversation" and other fluffy words and articulate what we MEAN. #CommsChat

7:17 pm **keithboss:** RT @AmberCadabra: We have GOT to let go of these "connect", "conversation" and other fluffy words and articulate what we MEAN by them. #commschat

7:17 pm **Suzielin:** Q2 Online communities often have more than one leader. Depending on time zones ect, helps keep the community together #commschat

7:17 pm **LynnKoves:** Good point! RT @AdamFairclough I'm doubtful online communities have 'leaders', but facilitators, influencers and resources #CommsChat

7:17 pm **RelocationAlly:** @AmberCadabra do we really have to let go? At the onset, they're good words to use. Then the questions should be more specific. #commschat

7:17 pm **NicWirtz:** @AmberCadabra If the community manager is building based on their definition they're not a good CM. #commschat

7:17 pm **MWCemily:** Q2> my role (professionally) is to ensure everyone is working together toward the same end goal. #commschat

7:17 pm **deirdre Reid:** Q2: Moderating, encouraging good chat, recognizing participants, marketing it to others. #commschat

7:17 pm **Dan_Martin:** Blimey. There's no messing about with @AmberCadabra tonight! :o) #commschat

7:17 pm **AmberCadabra:** @RobSilverstone Tell me what you mean by engage. Simply converse? #commschat

7:17 pm **davefleet:** RT @AmberCadabra: We have GOT to let go of these "connect", "conversation" and other fluffy words and articulate what we MEAN by them. #commschat

7:17 pm **WriterChanelle:** @bberishek But of course you are here, too! "waves" #commschat

7:17 pm **NordicaLDN:** Many e-communities are established by brands. It's a way for brands to interact directly with their audience #commschat #commschat

7:17 pm **pillarpr:** Q2: Community leaders should be the best type of facilitators. Able to inspire, encourage, listen and share #commschat

7:18 pm **AmberCadabra:** @daniellesmyname Ah, and therein lies the rub. How do we get our goals closer to symbiotic? #commschat

7:18 pm **synxiec:** RT @AmberCadabra: We have GOT to let go of these ... fluffy words and articulate what we MEAN by them. #commschat

7:18 pm **NordicaLDN:** Some better than others I may add #commschat #commschat

7:18 pm **bberishek:** @WriterChanelle It's a wee bit easier when it's during my daytime. :) #commschat

7:18 pm **RobSilverstone:** Great! RT @AdamFairclough: Im doubtful online communities have leaders as such, but facilitators, influencers and resources #CommsChat

7:18 pm **PRAMITASEN:** Very true! RT @AdamFairclough Im doubtful online communities have leaders, but facilitators, influencers and resources #commschat

7:18 pm **MWCemily:** Q2a> It's better to join and encourage an existing community. No reason to reinvent the wheel, just improve it. #commschat

7:18 pm **40deuce:** RT @pillarpr: Q2: Community leaders should be the best type of facilitators. Able to inspire, encourage, listen and share #CommsChat

7:18 pm **Genuine:** @AmberCadabra ...and in most cases I think what I hear is pitch and sell. Not so fluffy huh? #commschat

7:18 pm **bberishek:** A2: Allow the comm to develop naturally, facilitate and inspire. @pillarpr #commschat

7:18 pm **andynowlan:** RT @pillarpr: Q2: Community leaders should be the best type of facilitators. Able to inspire, encourage, listen and share #commschat

7:18 pm **AmberCadabra:** @synxiec How can you go about determining that? #commschat

7:18 pm **SethOrNone:** @mazherabidi Depends - does a comm manager rise from the objectives of the group, or does a 3rd-party initiate those objectives? #commschat

7:18 pm **WriterChanelle:** RT @RichBecker: @SethOrNone Thanks. Unfortunately, sometimes groups validate ideas that are not valid. #commschat

7:18 pm **AdamSuffolkU:** Open comm cultures RT @AmberCadabra: @daniellesmyname Ah, and therein lies the rub. How do we get our goals closer to symbiotic? #CommsChat

7:18 pm **mazherabidi:** No BS - brilliant! RT @AmberCadabra We have GOT to let go of "connect", "conversation", fluffy words & articulate what we MEAN #commschat

7:18 pm **CommsChat:** RT @MWCemily: Q2a> Its better to join and encourage an existing community. No reason to reinvent the wheel, just improve it. #CommsChat

7:18 pm **totmac:** @AmberCadabra Become the catalyst for debate - ask questions, offer information - integrate the brand into the community. #CommsChat

7:18 pm **Florina_B:** @NordicaLDN yes, but they don't form naturally so I don't think they will last long #commschat

7:18 pm **AdamFairclough:** In real life, community leaders are the most active parts of that community, and should be the primary source of approach #CommsChat

7:19 pm **TomCayman:** Q2 {gratuitous economics geek reference} invisible hand ? ..start up, then stay out of the way unless guidance/moderation needed #commschat

7:19 pm **AmberCadabra:** @Dan_Martin My job is to kick thought and stagnation in the butt. :) #commschat

7:19 pm **mazherabidi:** @SethOrNone chicken/egg question! #commschat

7:19 pm **Dan_Martin:** @AmberCadabra Hmmm... #CommsChat

7:19 pm **totmac:** @AdamFairclough Agree completely. #CommsChat

7:19 pm **WriterChanelle:** @RichBecker @SethOrNone Yes. It would be the leader's job to fact check. Hopefully, they're an objective facilitator. #commschat

7:19 pm **Florina_B:** yes! RT @MWCemily: Q2a> Its better to join and encourage an existing community. No reason to reinvent the wheel, just improve it. #commschat

7:19 pm **BilalJaffery:** @AmberCadabra you mean engagement strategy aka developing relationships like back in the days? ;) #commschat

7:19 pm **TomCayman:** Football a great example of online community RT @ryanknapp: @TomCayman In soccer we still use bulletin boards as a primary #commschat

7:19 pm **garethoconnor:** following interesting #commschat conversation about building online communities.

7:19 pm **ninagodard:** RT @AmberCadabra: We have GOT to let go of these "connect", "conversation" and other fluffy words and articulate what we MEAN by them. #commschat

7:19 pm **NordicaLDN:** @Florina_B Yes, I agree. & some are better than others #commschat

7:20 pm **Florina_B:** @AmberCadabra and you're doing a fantastic job! hard to keep track of the conversation! ;) #commschat

7:20 pm **mazherabidi:** @AdamFairclough Should they be though? Shouldn't the members of the community drive the community? #commschat

7:20 pm **AmberCadabra:** @Genuine Hmm. Ugly words in pretty clothing? #commschat

7:20 pm **NotFromBolton:** Engage is in my book to look beyond the avatar and find out about the person behind it. Connection is the desired outcome :) #CommsChat

7:20 pm **Chris_Hall1:** @AmberCadabra that's a refreshing take #commschat

7:20 pm **EmilyCagle:** @AmberCadabra Yes, but productive convs are incremental/collaborative. Can't be in fear of not hitting nail on head first time. #commschat

7:20 pm **bbenishek:** @Florina_B @MWCemily: Agreed. Go where the community is. #commschat

7:20 pm **AdamVincenzini:** RT @AmberCadabra: @Dan_Martin My job is to kick thought and stagnation in the butt. :) #commschat // True story :)

7:20 pm **AmberCadabra:** @AdamSuffolkU What defines an open community culture? #commschat

7:20 pm **nickiannitti:** @MWCemily Agreed. So many new apps and networks are competing against established conversations for no particular reason. #commschat

7:20 pm **RelocationAlly:** @AmberCadabra Oh I agree - buzzwords are useless. But then that should have been better defined in the question asked w a "how" #commschat

7:20 pm **gombita:** @AdamFairclough are they leaders...or community activists? (Not necessarily one and the same thing/role.) #CommsChat

7:20 pm **ryanknapp:** @MWCemily re: existing communities. What about letting the comm exist w/o your influence and see where it goes? #commschat

7:20 pm **Robsilverstone:** @AmberCadabra Creating a relationship between the brand & customer, remove corp walls, stimulate the community. #CommsChat

7:20 pm **RocchiJulia:** RT @AmberCadabra: We have GOT to let go of these "connect", "conversation" and other fluffy words and articulate what we MEAN by them. #commschat

7:20 pm **AmberCadabra:** @totmac Ah, "catalyst for debate". I like that, but that scares the pants off most companies, no? #commschat

7:21 pm **RobertMoranLA:** @WriterChanelle @RichBecker @SethOrNone sometimes its better to go against the group. #commschat

7:21 pm **TomCayman:** Online community leader... Engage is stronger than the "other" words... as it implies deeper sense of connection to the community #commschat

7:21 pm **AmberCadabra:** @daniellesmyname Ah, good. How can we help business see the difference? #commschat

7:21 pm **SethOrNone:** @mazherabidi Seems to me like comm managers could fall into one of those two categories: community-led or build-&-lead-community #commschat

7:21 pm **GinaBo:** Agree RT @MWCemily: Q2a Its better to join and encourage an existing community. No reason to reinvent the wheel, just improve it. #CommsChat

7:21 pm **AmberCadabra:** @BilalJaffery Something like that. :) #commschat

7:21 pm **ellefie:** A2 Even if community is established, keep contact with stakeholders of community to ensure continued purpose happens. #commschat #CommsChat

7:21 pm **dbbradle:** @AmberCadabra You're role is to seed information with utility to active community members. Thinking more... #CommsChat

7:21 pm **AdamFairclough:** @gombita If you're within that community, then they are leaders; if we're outside that community, they're activists (of sorts) #CommsChat

7:21 pm **RelocationAlly:** So we're all throwin around the keywords (I'm guilty too) but how are people actually getting the job done? Tools? Tricks? etc. #commschat

7:22 pm **bbenishek:** @AmberCadabra Often the comm strategy evolved before the comm even started; need that paradigm shift. #commschat

7:22 pm **AmberCadabra:** @synxiec Determining whether an existing community will suit your needs or not. #commschat

7:22 pm **RichBecker:** @RobertMoranLA Ha, Robert, that would be me. :) @WriterChanelle @SethOrNone #commschat

7:22 pm **CommsChat:** RT @EmilyCagle: @AmberCadabra Yes, but productive convs are incremental/collaborative. Can't be in fear of not nailing it. #commschat

7:22 pm **totmac:** @AmberCadabra Most companies realise that these convos are going to happen anyway. Might as well be in some control of it. #CommsChat

7:22 pm **AdamVincenzini:** RT @EmilyCagle: @AmberCadabra Yes, but productive convs are incremental/collaborative. Can't be in fear of not nailing it. #commschat

7:22 pm **ellefie:** A2 It's a balancing act between what you want to get out of this as a company with what your participants want to get from you. #CommsChat

7:22 pm **AmberCadabra:** @EmilyCagle That's quite true. So how does that feed into the business mindset of results before risk? #commschat

7:22 pm **RobSilverstone:** Good community management... leaving monetisation at the door? #CommsChat

7:22 pm **TomCayman:** @AmberCadabra but are we talking about company led online communities, or communities in general? #commschat

7:22 pm **WriterChanelle:** @AmberCadabra Sharing latest news that is relevant to the purpose of the community created either by them or outside sources. #commschat

7:22 pm **ryanknapp:** @TomCayman Football will never get away from bbs IMO. It is so ingrained in the culture. #commschat

7:22 pm **bbenishek:** @RelocationAlly Getting that authentic voice out no matter what platform you use--that's the trick! :) #commschat


7:22 pm **mazherabidi:** @AmberCadabra But catalyst for debate is exactly what should leaders should be...let the debate drive itself! #commschat

7:22 pm **Genuine:** @AmberCadabra Absolutely. It's easier to hide behind the phrase of the day but the intent is the same in some cases. #commschat

7:22 pm **ZoeAngelSeo:** Q2 Company/community leaders role is to engage, listen and make improvements, along with step in when there are problems #CommsChat

7:23 pm **jpgombita:** @AdamFairclough will have to think on your answer a bit more a bit later.... (no concession, yet!) ;-) #CommsChat

7:23 pm **NotFromBolton:** RT @RobSilverstone: Good community management... leaving monetisation at the door? // It has to pay at some point though :) #CommsChat

7:23 pm **dbbradle:** @RelocationAlly By following the Freshbooks  methodology. Someone having a terrible day? Send them flowers. Show you care. #CommsChat

7:23 pm **RelocationAlly:** RT @bbenishek: @RelocationAlly Getting that authentic voice out no matter what platform you use--that's the trick! :) #commschat

7:23 pm **ZoeAngelSeo:** RT @CommsChat: RT @MWCemily: Q2a> Its better to join and encourage an existing community. No reason to reinvent the wheel, just improve it. #CommsChat

7:23 pm **TomCayman:** Be authentic...simple RT @RelocationAlly: we're all throwin around the keywords but how are people actually getting the job done? #commschat

7:23 pm **AmberCadabra:** @bbenishek Right, because it's based on our terms, yeah? So, how to have a plan while still letting collective goals evolve? #commschat

7:23 pm **totmac:** @mazherabidi Hmm. I think sometimes you have to give it a bit of a push... #CommsChat

7:29 pm **bbenishek:** RT @TomCayman: Businesses that run from "genuine conversation" are too much in their "what" & "how." Should center on their "why" #commschat

7:29 pm **ZoeAngelSeo:** RT @AmberCadabra: Q3: Tell me how we can better articulate the value of "community" to the business world, in business terms. #commschat

7:29 pm **RelocationAlly:** Q3: Community Management still requires a mktg plan. Metrics, numbers, reports. Showing higher ups that there are eyeballs helps #commschat

7:29 pm **tab_b:** @AmberCadabra Consumers with a direct link to your business are likely to be loyal, as well as "talk" about your biz to others. #commschat

7:29 pm **dbbradle:** @AmberCadabra For starters, you could explain the principle of indirection appropriation to them. #CommsChat

7:29 pm **NicWirtz:** @RobSilverstone So there's a social media role in community then? #CommsChat

7:29 pm **socialvation:** @AdamVincenzini good skills for #techmap and #commschat ;)

7:29 pm **WriterChanelle:** @RobSilverstone I see the point. Communities don't want to feel used for leader's gain. #CommsChat

7:29 pm **AmberCadabra:** Related Q, if a company doesn't inherently "get" community the way we're talking about it, can they learn? #commschat

7:30 pm **AdamFairclough:** In business, your boss wants to know that you've created a relationship with a community, probably by way of its 'leader' #CommsChat

7:30 pm **TomCayman:** Q3 answer : the best salespeople are unpaid - your passionate advocates. Community helps you maximise their potential for you #commschat

7:30 pm **bbenishek:** RT @RelocationAlly: Q3: Community Management still requires a mktg plan. Metrics, numbers, reports. #commschat

7:30 pm **40deuce:** Q3: business people will understand community as a group of people bound by common interest, and they want that interest 2 b them #CommsChat

7:30 pm **LifeTuner:** @AmberCadabra Anyone who is willing and open to learn - can. #commschat

7:30 pm **jetsnow:** RT @AmberCadabra: Related Q, if a company doesn't inherently "get" community the way we're talking about it, can they learn? #commschat

7:30 pm **NotFromBolton:** Q3 You have to break it down into easily digestible chunks. Community = intelligence = better business = profit #CommsChat

7:30 pm **deirdreid:** Q3: Retention/repeat sales, referrals, "trust", buzz, goodwill, market research #commschat

7:30 pm **WriterChanelle:** @RobSilverstone However, some are drawn to the leader and community because they see their own profit potential #CommsChat

7:30 pm **SethOrNone:** @kseniocoffman @deirdreid Great answer - retention and referral are accepted biz objectives. But trust? That's sometimes fuzzy #commschat

7:30 pm **ShaRayRay:** @AmberCadabra I believe anyone can 'learn' they just have to be open for change! #commschat

7:30 pm **Ruckus:** @AmberCadabra In a purely business sense, "Know me, Like me, Trust me, Buy from ME." #commschat

7:31 pm **levispires:** Yes business can learn. Look at the hipster companies trying to make a difference. Examples anyone? #commschat

7:31 pm **bbenishek:** @AmberCadabra I think they can if they're serious about engaging & interacting with and retaining their "audience." #commschat

7:31 pm **mazherabidi:** If companies don't get community, the best way is to show them. Show them what people are saying to prove they need to involve #commschat

7:31 pm **AdamFairclough:** Can we drop 'management' and 'develop' when referring to communities - we really can't do either. #CommsChat

7:31 pm **RobSilverstone:** @SethOrNone @NotFromBolton @_Akela @deirdreid Great answers. It may also depend on type of community e.g. non-profit #CommsChat

7:31 pm **RichBecker:** @AmberCadabra What was the value of colonies to The Massachusetts Colony? It seems so situational to me. #commschat

7:31 pm **tab_b:** @AmberCadabra Absolutely they can learn! So long as they're willing to listen. #commschat

7:31 pm **andynowlan:** Q3 An easily reachable and engageable proportion of your potential market #commschat

7:31 pm **RelocationAlly:** My question is, how can you tell that the community your managing is actually improving your sales/bottom line? #commschat

7:31 pm **entrecon:** @AmberCadabra A3: Building stronger brand loyalty wih core customers. #commschat

7:31 pm **Collaborize:** Exactly. RT @LifeTuner: @AmberCadabra Anyone who is willing and open to learn - can. #commschat

7:31 pm **mccjustin:** @AmberCadabra They have to learn it as a part of the pillars of success in biz. May not learn it right away tho. Shift of mindset #commschat

7:31 pm **AmberCadabra:** @synxiec You're preaching to the choir. :) The tough part is getting the skeptics over the line. #commschat

7:31 pm **kseniocoffman:** @daniellesmyname Show SEO what competitions is doing + highlight early successes (briefings, PR hits, inquiries) #commschat

7:31 pm **tab_b:** @AdamFairclough Agreed. At some point, they take on a life of their own. #commschat

7:32 pm **levispires:** Organize maybe? RT @AdamFairclough Can we drop 'management' & 'develop' when referring to communities, we really can't do either. #CommsChat

7:32 pm **AdamFairclough:** Modern community leaders can be celebrities #CommsChat

7:32 pm **NicWirtz:** #commschat A2 You establish the community, provide boundaries and help navigate to its objectives.

7:32 pm **GinaBo:** Q3 work collaboratively with cust serv, marketing etc & agree mutual KPI's tied to tangible bus benefits like NPS score... #commschat

7:32 pm **40deuce:** anyone can learn as long as they're open to the idea of learning. unfortunately, not everyone is open to learning #CommsChat

7:32 pm **totmac:** @andynowlan Yup. #CommsChat

7:32 pm **NordicaLDN:** Q3 It's a online focus group --> businesses can learn valuable things to improve their reputation #commschat #commschat

7:32 pm **bbenishek:** Good Q. RT @RelocationAlly: How can you tell if the community you're managing is actually improving your sales/bottom line? #commschat

7:32 pm **firebelly:** A3: I use a plan with metrics, and benefits. Also wise to show additional uses for the co. #commschat

7:32 pm **AmberCadabra:** @RichBecker It is, for sure. Which to me is part of the problem when we try for universal definitions and roadmaps. #commschat

7:32 pm **EmilyCagle:** @AmberCadabra True, but also a line between fostering clarity & being aggressive. Think communities need steerers, not bullies. #commschat

7:32 pm **totmac:** @AmberCadabra I think you point out that their competition is doing it... #CommsChat

7:32 pm **RichBecker:** @AdamFairclough I don't know. Someone has to lay a foundation. Develop doesn't mean control. #CommsChat

7:32 pm **NicWirtz:** @mollyborchers That's a great part of communities, watching them splinter into sub-communities. #commschat

7:32 pm **NotFromBolton:** @RelocationAlly Create a timeline of busines KPI's and social trigger points overlay the two and bingo ;) #CommsChat

7:33 pm **deirdreid:** @kseniocoffman Tough one. Have before-community baseline. Good social CRM if u can afford it. Poll. Must b better answerst. #commschat

7:33 pm **jpgombita:** RT @AdamFairclough: Can we drop 'management' & 'develop' when referring to communities--we really can't do either. [Hear, hear!] #CommsChat

7:33 pm **RelocationAlly:** Yea, I noticed that from #cmgrchat. So many "internet famous" ppl RT @AdamFairclough: Modern community leaders can be celebrities #commschat

7:33 pm **TomCayman:** Biz who don't "get" community need outside help, no other choice. Start with terms they may "get". I prefer "Online Engagement" #commschat

7:33 pm **kseniocoffman:** @SethOrNone Perhaps replace "trust" w/ "thought leadership" (or "industry prominence")? @deirdreid #commschat

7:33 pm **maggiemcgc:** RT @AmberCadabra:"The tough part is getting the skeptics over the line." <ain't that the truth! Patience is key.> #commschat

7:33 pm **AmberCadabra:** RT @RelocationAlly: How can you tell if the community you're managing is actually improving your sales/bottom line? #commschat

7:33 pm **AdamFairclough:** @levispires Not 'organise' either - communities organise themselves! I like influence, as that's about all we can hope to achieve #CommsChat

7:33 pm **socialvation:** Why does the community have to improve the bottom line? #commschat

7:33 pm **dan_larkin:** Businesses understand the value of champions. Communities give champions a stage, and provide breeding grounds for new champions. #commschat

7:33 pm **RelocationAlly:** RT @NotFromBolton: @RelocationAlly Create a timeline of busines KPI's and social trigger points overlay the two and bingo ;) #CommsChat

7:33 pm **dbbradle:** @RelocationAlly From a set of pre-determined KPIs? #CommsChat

7:33 pm **Florina_B:** Hard to keep up with all the great conversations! #commschat

7:33 pm **EmilyCagle:** RT @AmberCadabra Q3: Tell me how we can better articulate the value of "community" to the business world, in business terms. #commschat

7:33 pm **thebrandbuilder:** @AmberCadabra Can they learn its importance and mechanisms? Yes. Can they learn to change their culture to embrace it? Dunno. #commschat

7:33 pm **AmberCadabra:** @RelocationAlly You need to map community data/activity to sales data and correlate on several points. #commschat

7:34 pm **levispires:** @AdamFairclough Great point! But at some point in time the community needs a coherent thought. What is your idea? #commschat

7:34 pm **RelocationAlly:** RT @AmberCadabra: @RelocationAlly You need to map community data/activity to sales data and correlate on several points. #commschat

7:34 pm **deirdreid:** @SethOrNone @kseniocoffman But trust leads to sales. It's what biz relationships are based on. #commschat

7:34 pm **thebrandbuilder:** @AmberCadabra It seemed that your question had those two layers to it. #commschat

7:34 pm **RelocationAlly:** @AmberCadabra Seems logical enough. :) #commschat

7:34 pm **AdamFairclough:** RT @dan_larkin: Businesses understand the value of champions. Communities give champions a stage < in a nutshell #CommsChat

7:35 pm **evelynso:** @AmberCadabra Many client engagements come with education about "What is" - community, social media, and more. #commschat

7:35 pm **kseniocoffman:** @RelocationAlly I'd start w/ traffic referrals from community site/URL to your web site #commschatQ3

7:35 pm **skdpnc:** Can they change WITH the culture? RT @thebrandbuilder @AmberCadabra Can they learn to change their culture to embrace it? Dunno. #commschat

7:35 pm **SethOrNone:** @kseniocoffman But isn't customer trust different than prominence or leadership? (Although all desirable measures.) #commschat

7:35 pm **NicWirtz:** @RichBecker Could you give an example of the validation of an invalid idea? #commschat

7:35 pm **WriterChanelle:** Q3. Have to answer first what are the specific business terms relative to the industry #commschat

7:35 pm **AdamFairclough:** @levispires I think communities create coherent ideas themselves - it's what brings them together, an aspiration for something #CommsChat

7:35 pm **krusk:** @AmberCadabra A company can def learn community-as long as they're willing to learn #commschat

7:35 pm **joeldon:** Map community data/activity to sales? Traditional PR has been trying to do that since Day 1. Whaz new? #commschat #CommsChat

7:35 pm **AmberCadabra:** @synxiec Hmm. Not sure I agree with that entirely. Clear thought is awesome, but doesn't always win. #commschat

7:35 pm **CommsChat:** RT @AmberCadabra Q3: Tell me how we can better articulate the value of "community" to the business world, in business terms. #CommsChat

7:35 pm **drewhawkins:** @AmberCadabra I believe they can. I've seen it first-hand in the company I work with. Takes patience for the learning to sink in #commschat

7:36 pm **tab_b:** Bottom line for businesses? If you're not listening to your customers, someone else is going to. #commschat

7:36 pm **levispires:** A unifying cause! RT @AdamFairclough @levispires communities create coherent ideas themselves - it's what brings them together #CommsChat

7:36 pm **Robsilverstone:** @WriterChanelle Yeah, that's sometimes the worry e.g. I manage my non-profit (need funds) & my company's community daily :) #CommsChat

7:36 pm **TomCayman:** #commschat today seem a little too "professional" in tone, people see through biz purpose very quickly, be authentic and holistic

7:36 pm **gombita:** @AdamFairclough @levispires you can also aim to achieve the "respect" of the community, in terms of being transparent/honest, etc #CommsChat

7:36 pm **AdamFairclough:** @levispires Our job should be to, dare I say it, 'exploit' those shared ideas so we can influence ppl to see things our way #CommsChat

7:36 pm **bbenishek:** RT @tab_b: Bottom line for businesses? If you're not listening to your customers, someone else is going to. #commschat

7:36 pm **WriterChanelle:** Q3. Have to show how developing a community turns into trust, which turns into results #commschat

7:36 pm **AmberCadabra:** @joeldon It's a matter of collecting the data to start with. Trad PR had a lot more untrackable points. #commschat

7:36 pm **TomCayman:** Bam ! RT @tab_b: Bottom line for businesses? If you're not listening to your customers, someone else is going to. #commschat

7:36 pm **kseniocoffman:** @SethOrNone Yes, they are different - but trust is hard to measure, so I was proposing a diff metric #commschat

7:36 pm **maggieimcg:** RT @kseniocoffman: @RelocationAlly I'd start w/ traffic referrals from community site/URL to your web site <good suggestion> #commschat

7:37 pm **GabrielleNYC:** RT @NotFromBolton: We are all members of multiple communities at any given point. Passion is the #1 factor it's infectious you know :) #CommsChat

7:37 pm **levispires:** @gombita @AdamFairclough I agree! People join when they believe. #commschat

7:37 pm **SethOrNone:** And then steal them away. RT @tab_b: Bottom line for biz? If you're not listening to your customers, someone else is going to. #commschat

7:37 pm **Suzielin:** Q3 Online communities serve differ purposes depending on the biz or org. Lay out goals/obj & how communities help achieve those #commschat

7:37 pm **AmberCadabra:** @entrecon Oooh. You said the "T" word. :) #commschat

7:38 pm **nickiannitti:** @40deuce Ya. I've had clients flagrantly ignore commentary about themselves, instead saying "hey, can we hide any links to this?" #commschat

7:38 pm **mjtwt:** RT @dan_larkin: Businesses understand the value of champions. Communities give champions a stage, and provide breeding grounds for new champions. #commschat

7:38 pm **CommsChat:** We have more than 120 people participating in tonight's chat - great turn out :) #CommsChat

7:38 pm **RichBecker:** @NicWirtz Yes, two examples of invalid ideas. 1. Intolerance. 2. Erroneous facts. #commschat Groups adopt them all the time.

7:38 pm **SethOrNone:** @kseniacoffman Totally agree - trust is tough. Tough to measure, tough to prove value. #commschat

7:38 pm **_kevinrowe:** RT @levispires: A unifying cause! RT @AdamFairclough @levispires communities create coherent ideas themselves - it's what brings them together #CommsChat

7:38 pm **skdpnyc:** does micropayments apply here at all in terms of customer retention? any examples of this? #commschat #commschat

7:39 pm **NotFromBolton:** RT @CommsChat: We have more than 120 people participating in tonights chat - great turn out :) #CommsChat

7:39 pm **AmberCadabra:** Q4: How do you get the most of the communities that you participate in? How do you give back? #commschat

7:39 pm **TomCayman:** #commschat on breeding ground for new champions. Tripadvisor did this with Destination Experts.. then left it with a dated forum platform

7:39 pm **nguyen_lin:** RT @40deuce: anyone can learn as long as they're open to the idea of learning. unfortunately, not everyone is open to learning #CommsChat

7:39 pm **bellindsay:** @AmberCadabra #commschat YES! Dog/trick - Not insurmountable - Prove worth via data/company success stories/cost efficiencies? #toobvious?

7:39 pm **joeldon:** @AmberCadabra Remains to be seen if new comms is finally going to deliver sales relationship that passes the C-level blush test. #CommsChat

7:39 pm **levispires:** RT @skdpnyc: does micropayments apply here at all in terms of customer retention? any examples of this? #commschat #commschat

7:40 pm **CommsChat:** RT @AmberCadabra: Q4: How do you get the most of the communities that you participate in? How do you give back? // gr8 question #CommsChat

7:40 pm **bbenishek:** RT @AmberCadabra: Q4: How do you get the most of the communities that you participate in? How do you give back? #commschat

7:40 pm **jane63c:** could it all be something to do with this guy's ideas? <http://www.youtube.com/watch?v=Q6vpBDFoMqc> #commschat

7:40 pm **frankdickinson:** Hello everyone - sorry I'm late. #commschat

7:40 pm **Dan_Martin:** @jgombita Remember what was being said about common values earlier? Need to understand how a community ticks, especially when new #CommsChat

7:40 pm **AdamFairclough:** If you want an example of using a community leader to influence, look at what James Anderson has done recently #CommsChat

7:40 pm **jgombita:** @CommsChat you can check with @smmeasure, but I think we had 140+ participants when @kloutfolks guest moderated. #CommsChat

7:40 pm **bbenishek:** A4: Getting: Ask. Genuinely, simply. Ask them what they want. If they're listening, and they care, they'll tell you. #commschat

7:40 pm **levispires:** @AmberCadabra You've got to inspire people to participate through good vision communication. #CommsChat

7:40 pm **EmilyCagle:** RT @AmberCadabra: Q4: How do you get the most of the communities that you participate in? How do you give back? #commschat

7:40 pm **AmberCadabra:** @joeldon Totally agree on that, or whether sales itself should be the defining factor of success. #commschat

7:41 pm **mccjustin:** @SethOrNone Trust has been an implicit advertising objective for years, just was never 'possible' the way it is now #commschat

7:41 pm **levispires:** Hurry up! You're missing the fun. RT @frankdickinson Hello everyone - sorry I'm late. #commschat

7:41 pm **NicWirtz:** @parissab Brands shouldn't be seeking permission to join in but should be an active part of the conversation. #commschat

7:41 pm **bbenishek:** A4: Giving back: Actually taking what they say and using it (if you can)! Showing appreciation, giving credit. #commschat

7:41 pm **SuzieLin:** Q4 By participating and inspiring/encouraging others to join in as well #commschat

7:41 pm **_kevinrowe:** #commschat what's this chat's topic today?

7:41 pm **deirdreid:** A4: Sharing the spotlight with others. Sharing good stuff. Being helpful. Being the real me. Being a good citizen. #commschat

7:41 pm **TomCayman:** Q4 #commschat first participate with thoughts/content of value.. but also (biz) offer something just for them. FB pages are great for this.

7:41 pm **40deuce:** @nickiannitti everyone has had a client or boss like that #commschat

7:41 pm **Olivia6C:** Q4 make sure you believe in your community and you'll automatically bring and retrieve value #commschat

7:41 pm **AdamFairclough:** Attitude have used James Anderson as a leader (or figurehead) within the sports field to influence perceptions #CommsChat

7:41 pm **Ruckus:** Q4: Give more than you take. #commschat

7:41 pm **_kevinrowe:** RT @bbenishek: A4: Getting: Ask. Genuinely, simply. Ask them what they want. If they're listening, and they care, they'll tell you. #commschat

7:41 pm **levispires:** What else? RT @AmberCadabra @joeldon Totally agree on that, or whether sales itself should be the defining factor of success. #commschat

7:42 pm **_kevinrowe:** RT @AdamFairclough: If you want an example of using a community leader to influence, look at what James Anderson has done recently #CommsChat

7:42 pm **AmberCadabra:** @frankdickinson Glad to have you. :) #commschat

7:42 pm **skdpnyc:** "we give the people what they want!" - Viv Savage, Spinal Tap :) RT @CommsChat: RT @AmberCadabra How do you give back? #CommsChat #commschat

7:42 pm **jgombita:** @Dan_Martin so one should lurk and observe at the front end, to find out cultural norms of this "new" community. I like that. #CommsChat

7:42 pm **davedelaney:** @AmberCadabra It's all about the LOLs! #commschat

7:42 pm **tab_b:** @AmberCadabra Listen. Engage. Be real, truthful, and care about what people are talking about. Ask questions that matter. #commschat

7:42 pm **GinaBo:** @CommsChat find out what your community wants back. Recognition, reward, input etc.... #commschat

7:42 pm **KaryD:** A4 might sound silly, but that whole "do onto others" thing goes a long way. Listen first. help when you can. Good karma. #commschat

7:42 pm **Florina_B:** Q4: Sharing and listening, inspire th community are words that come to my mind! #commschat

7:42 pm **levispires:** Check with @AmberCadabra RT @_kevinrowe #commschat what's this chat's topic today?

7:42 pm **SuzieLin:** Q4 Be passionate about the community's purpose/goal or reason for coming together, communicate that, engage & interact #commschat

7:42 pm **WriterChanelle:** Let's look at history for that one RT @NicWirtz: @RichBecker Could you give an example of the validation of an invalid idea? #commschat

7:42 pm **NicWirtz:** @NotFromBolton @AdamFairclough Would you agree communities have thought leaders? #CommsChat

7:43 pm **skdpnyc:** sometimes sad, but true RT @davedelaney: @AmberCadabra Its all about the LOLs! #commschat

7:43 pm **joeldon:** @AmberCadabra Indeed, & there's always going to be others in a biz/corp claiming sales stats ownership...like the sales peeps #CommsChat

7:43 pm **prCarrS:** A4: Listen, offer advice (if it's helpful), act on feedback. #commschat

7:43 pm **AmberCadabra:** @LeviSpies Sales is every biz' ultimate and long term goal. But many points impact that. Immediate sale isn't always the first. #commschat

7:43 pm **parissab:** @NicWirtz true... but if it's not an official community maybe better to say respectfully dip the toe into the community water #commschat

7:43 pm **40deuce:** RT @KaryD:might sound silly, but that whole "do onto others" thing goes a long way. Listen first. help when you can. Good karma. #CommsChat

7:43 pm **CommsChat:** We're approaching the last 15-20 mins of tonight's #CommsChat - hope you're enjoying the discussion #CommsChat

7:43 pm **bbenishek:** Not silly at all. RT @KaryD: A4 might sound silly, but "do onto others". Listen first. help when you can. Good karma. #commschat

7:43 pm **primesuspect:** @AmberCadabra One way is to empower members to be able to help. Many of the best ideas/strategies come from passionate members #commschat

7:43 pm **gjombita:** @LeviSpies @AdamFairclough "believe" or at least think there is "potential" to embrace/believe/whatever. Commune? ;-) #commschat

7:43 pm **levispires:** Great #commschat today @AmberCadabra! Sorry I've got to leave for today. Bye!

7:43 pm **WriterChanelle:** @NicWirtz Actually...you can answer your own question with an answer you gave to me at #blogchatre: big words #commschat

7:43 pm **tab_b:** Another way to give back regarding brand communities: Let them know how their input has made a difference. Real results. #commschat

7:43 pm **TomCayman:** #commschat I'm hearing "give", "engage", "authentic", "passion"... all of which builds trust, brings customer loyalty = \$ to C level

7:43 pm **KyleMcShane:** Q4: Ask the experts in that community questions. Interact as much as possible. Answer all ?'s and give as much input as u can. #commschat

7:43 pm **AmberCadabra:** Q4 addition: How do you get other people from "within" your communities to work alongside you to foster it? #commschat

7:44 pm **RobSilverstone:** @AmberCadabra B2B: listen & action. Non-profit: recognition / credit via website, magazine & action input #CommsChat

7:44 pm **bbenishek:** RT @TomCayman: #commschat "Give" "engage" "authentic" "passion": Build trust, brings customer loyalty = \$ to C level #commschat

7:44 pm **EmilyCagle:** Some great ideas coming out of this #CommsChat - all opinions are valuable.

7:44 pm **AmberCadabra:** @primesuspect Just followed with a Q related to that. Any tips for how to best do that? #commschat

7:44 pm **davedelaney:** @skdpnyc Not sad at all. If I don't get (and give) a smile each day, it's not worth it. @AmberCadabra#commschat

7:44 pm **bsak:** RT @dan_larkin: Businesses understand the value of champions. Communities give champions a stage, and provide breeding grounds for new champions. #commschat

7:44 pm **NicWirtz:** @TomCayman Sports in general are a great example of shared interest communities. #commschat

7:44 pm **AdamFairclough:** Perhaps. That really depends on the community. A general residents group, then no. A communications forum, yes. #CommsChat

7:44 pm **Florina_B:** RT @tab_b: Another way to give back regarding brand communities:Let them know how their input has made a difference. Real results #commschat

7:44 pm **pillarpr:** Q4: How to add to a community goes back to Q2 - Encourage, share and listen. #commschat

7:44 pm **bbenishek:** RT @KyleMcShane: Q4: Ask the experts in that comm questions. Interact as much as possible. Answer all ?s and give input! #commschat

7:44 pm **KaryD:** @tab_b Great point. Rewarding/acknowledging presence and contribution provides a greater sense of belonging. #commschat

7:44 pm **SethOrNone:** @mccJustin I wonder how much value VPs put in "trust?" In the sales, leads, KPIs it generates, for sure, but in simple trust? #commschat

7:44 pm **andynowlan:** Q4 Mutual respect and recognition go a long way #commschat

7:44 pm **AmberCadabra:** @joeldon It's limiting to think that any one person/dept owns a sale. If done right, everyone contributes to its likelihood. #commschat

7:45 pm **CommsChat:** RT @AmberCadabra: Q4 addition: How do you get other people from "within" your communities to work alongside you to foster it? #commschat

7:45 pm **KyleMcShane:** @AmberCadabra be passionate yourself and show them how much u care. they will see the importance of ur cause #commschat

7:45 pm **AdamFairclough:** @NicWirtz Absolutely, hence the James Anderson example I posted on here which no-one seems to have picked up on!!! #CommsChat

7:45 pm **AmberCadabra:** RT @davedelaney @AmberCadabra It's all about the LOLs! #commschat

7:45 pm **skdpnyc:** lulz makes me think of 4chan RT @davedelaney: If I dont get (and give) a smile each day, its not worth it. @AmberCadabra #commschat

7:45 pm **TomCayman:** #commschat to get other's to work with you, foster an environment that encourages it. Odd that isn't intuitive to so many "trad" marketers

7:45 pm **pillarpr:** Q4: Respect and honesty are also vital to a vibrant community. #commschat

7:45 pm **RichBecker:** @AmberCadabra Identify those with a passion for the purpose. They will gladly support a community if they feel supported. #commschat

7:45 pm **SuzieLin:** Q4pt2 Constant communication with members. Don't just communicate b/c of the community but build the relationship beyond that #commschat

7:45 pm **CommsChat:** RT @pillarpr: Q4: Respect and honesty are also vital to a vibrant community. #CommsChat

7:46 pm **Dan_Martin:** RT @CommsChat: RT @pillarpr: Q4: Respect and honesty are also vital to a vibrant community. #commschat

7:46 pm **NotFromBolton:** RT @pillarpr: Q4: Respect and honesty are also vital to a vibrant community /? Bingo authenticity is key #CommsChat

7:46 pm **bbenishek:** @SuzieLin Exactly. Don't be afraid to talk about non-comm things, you're all real people with real lives outside of the comm. #commschat

7:46 pm **mccjustin:** @AmberCadabra Q4 allow their passion to align w/the community effort. Let them do what they are best at, not just punchlist items #commschat

7:46 pm **Florina_B:** @AdamFairclough as we have lots of people contributing, I don't think I am the only one having a hard time keeping up #commschat

7:46 pm **igombita:** All this talk of "sales" makes "community" sound like an outputs-based concept, rather than an "outcomes" one. From a PR person. #CommsChat

7:46 pm **AmberCadabra:** @RichBecker Can we talk more about what it means to support a community? That takes different forms, no? #commschat

7:46 pm **eliotfrick:** @daniellesmyname I agree. The problem is that management, in the abstract, is necessarily and fundamentally a machine. #commschat

7:46 pm **WriterChanelle:** @RobsSilverstone Definitely. Have to share info that increases earning potential of the community first. #CommsChat

7:46 pm **NicWirtz:** @AmberCadabra Biz owners might well be afraid of genuine conversation but arguable they're in control of message now #commschat

7:47 pm **EmilyCagle:** RT @pillarpr: Q4: Respect and honesty are also vital to a vibrant community. #commschat

7:47 pm **TomCayman:** @Florina_B I'm keeping up, and on a conf call too.. nah, kidding :) #commschat

7:47 pm **levispires:** Maybe Force seems to work in the the short run. ? But I recommend attention to their needs to get people to follow. #commschat

7:47 pm **Ruckus:** Q4: Addition, reward community advocates, could be recognition, special privileges, bragging rights etc (simple game mechanics) #commschat

7:47 pm **CommsChat:** Guys, this is a fast-paced session - remember we'll have the transcript up tomorrow morning if you need to catch up #CommsChat

7:47 pm **frankdickinson:** @AmberCadabra Thanks Amber! #commschat

7:47 pm **joeldon:** @AmberCadabra Exactly, age-old problem in biz has been PR folks have been at the bottom of the sales totem pole. Needs changin' #CommsChat

7:47 pm **mccjustin:** @SethOrNone Depends on whether or not they establish and value trust themselves. Mindset creates currency #commschat

7:47 pm **AmberCadabra:** @pillarpr I agree about that, for sure. Do you think honesty has degrees in business? Or is it "tell it all", no matter what? #commschat

7:47 pm **AdamFairclough:** We shouldn't underestimate the amount of time that needs to go into communicating with communities to build a level of trust #CommsChat

7:47 pm **SuzieLin:** @bbenishek Exactly! #commschat

7:48 pm **40deuce:** thanks for the chat all, but I need to duck out and get some work done #CommsChat

7:48 pm **guinnessatticus:** RT @AmberCadabra: Q4: How do you get the most of the communities that you participate in? How do you give back? #commschat

7:48 pm **AmberCadabra:** @synxiec That's a good point about communities. That collective sense of "we're in this together". #commschat

7:48 pm **SethOrNone:** @igombita But don't you consider sales growth an outcome? Mentions, followers are outputs, sales is bona fide outcome. #commschat

7:48 pm **TomCayman:** but Leadership isn't. Key diff. and issue RT @eliotfrick management, in the abstract, is necessarily and fundamentally a machine. #commschat

7:48 pm **AmberCadabra:** @NicWirtz Totally agree. Rather, they control what they put out. Not, however, how people react to it. #commschat

7:48 pm **tab_b:** @AdamFairclough Absolutely! It's not going to happen in a week. Spend the time necessary to form relationships. #commschat

7:48 pm **WriterChanelle:** @TomCayman I agree. The problem for some is speaking in a professional manner, using biz words, but still being authentic #commschat

7:49 pm **contrapuntist:** @AmberCadabra I guess it also depends on the platform and the place #commschat

7:49 pm **igombita:** @joeldon that the "marketing PR" hat. "Reputation, value, relationship-building are other PR hats..... #CommsChat

7:49 pm **andynowlan:** Uneasy with all this talk of 'authenticity', I know it's unavoidable but carries connotations of falseness & lack of transparency #commschat

7:49 pm **NotFromBolton:** RT @AmberCadabra: @NicWirtz Totally agree. Rather, they control what they put out. Not, however, how people react to it. #CommsChat

7:49 pm **bbenishek:** @AmberCadabra Agree. You can only control how you react to the reactions! #commschat

7:49 pm **TomCayman:** pay someone :) RT @WriterChanelle: problem for some is speaking in professional manner, using biz words, but still authentic #commschat

7:49 pm **AmberCadabra:** RT @AdamFairclough We shouldn't underestimate the amount of time that needs to go into communities to build a level of trust #CommsChat

7:50 pm **tab_b:** #1 way to ensure members will foster the community? A likable, real CM. If the tone isn't set/right, it makes no matter. #commschat

7:50 pm **RichBecker:** @AmberCadabra Once you identify the passionate, match them to what they want to do (and skill set). Not unlike pro groups. #commschat

7:50 pm **AdamFairclough:** RT @andynowlan: Uneasy with this talk of authenticity, I know its unavoidable but carries connotations of falseness #CommsChat

7:50 pm **_kevinrowe:** @AmberCadabra great topic. I'll review the transcripts later. @mackcollier's #blogchat is a great ex of communities on twitter #commschat

7:50 pm **corrineaicker:** RT @AmberCadabra: RT @RelocationAlly: How can you tell if the community you're managing is actually improving your sales/bottom line? #commschat

7:50 pm **NicWirtz:** @AmberCadabra A3 "Community" is an Impassioned audience leading to increased sales and brand evangelism. #commschat

7:50 pm **mazherabidi:** @andynowlan Yup - shouldn't be a need to authenticate if there's trust between community members #commschat

7:50 pm **igombita:** @SethOrNone I think the "PR" (vs. marketing) outcome is happiness in the product or service, respect/good opinion of the company. #CommsChat

7:50 pm **bbenishek:** @andynowlan Just an easy way to say be the person & not the brand. You don't want a big box talking to you, you want a face. #commschat

7:50 pm **WriterChanelle:** Q4. They have to see that you will help them further their goals, as well. #commschat

7:50 pm **TomCayman:** totally disagree RT @andynowlan: Uneasy with talk of 'authenticity', carries connotations of falseness & lack of transparency #commschat

7:50 pm **CommsChat:** We've got about ten minutes left guys...finish strong... #CommsChat

7:50 pm **primesuspect:** @AmberCadabra There are many. Meta-rewards (achievements), swag, recognition (badges). Titles. Technological tools #commschat

7:50 pm **AmberCadabra:** @andynowlan That's one of those words, isn't it, that can be really easily abused? #commschat

7:50 pm **CommsChat:** RT @AdamFairclough We shouldn't underestimate the amount of time that needs to go into communities to build a level of trust #CommsChat

7:51 pm **totmac:** Sadly, ducking out of #commschat. If you're interested in social media marketing though, it's a great learning experience.

7:51 pm **eliotfrick:** @daniellesmyname @AmberCadabra That's why I think social business software is so important. It subverts management. #commschat

7:51 pm **NotFromBolton:** RT @AdamFairclough We shouldn't underestimate the amount of time that needs to go into communities to build a level of trust #CommsChat

7:51 pm **AmberCadabra:** @tab_b Interesting! So the CMs job is to set the tone. Can anyone but a CM pro do that? Can a community member? #commschat

7:51 pm **NicWirtz:** @AmberCadabra A company can always learn about community but highlights company ethos. #commschat

7:51 pm **SuzieLin:** Great chat all but have to drop out at this stage. #commschat

7:51 pm **RobSilverstone:** RT @AdamFairclough We shouldn't underestimate the amount of time that needs to go into communities to build a level of trust #CommsChat

7:51 pm **TomCayman:** @mazherabidi don't confuse authenticity/authentic with need to authenticate... try genuine instead if you like #commschat

7:51 pm **SethOrNone:** @igombita Not sure I agree. PR outcomes are no different than others - they are tied to the objective, which may be sales. #commschat

7:51 pm **NicWirtz:** @AmberCadabra A company that does community because everyone else is doesn't get social media/community. #commschat

7:51 pm **pillarpr:** @AmberCadabra I don't think there are degrees of honesty in business but there are +ve and -ve ways of communicating #commschat

7:51 pm **Dan_Martin:** RT @AdamFairclough Shouldnt underestimate amount of time that needs to go into communities to build a level of trust #commschat

7:52 pm **levispires:** RT @TomCayman: @mazherabidi don't confuse authenticity/authentic with need to authenticate... try genuine instead if you like #commschat

7:52 pm **Daryl_Woods:** Very interesting conversation about community #commschat right now. Check it out.

7:52 pm **bbenishek:** @AmberCadabra I think "authenticity" is still needed to let the execs know we're not going to talk like a corp value prop. #commschat

7:52 pm **Dan_Martin:** RT @NicWirtz: @AmberCadabra A company that does community because everyone else is doesnt get social media/community #commschat

7:52 pm **ShaRayRay:** Great quote! RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat


7:52 pm **NotFromBolton:** A company is a community in itself, this has to be recognised as to ignore it is to #fail #CommsChat

7:52 pm **tab_b:** @AmberCadabra Absolutely. In fact, I think some of the best CMs were originally members. #commschat

7:52 pm **RichBecker:** @AmberCadabra Yes, a community member can set and sometimes change the tone. #commschat

7:52 pm **AmberCadabra:** RT @NicWirtz @AmberCadabra A company that does community because everyone else is doesn't get social media/community. #commschat

7:52 pm **TomCayman:** @AmberCadabra "CM Pro" didn't exist as a job title 2-3 yrs ago..we need broader horizons for these roles #commschat

7:53 pm **NicWirtz:** @RelocationAlly Recent stat on Facebook  friends of a brand purchasing x \$\$\$s more than non-friends. Stats are out there. #commschat

7:53 pm **Dan_Martin:** RT @NotFromBolton: A company is a community in itself, this has to be recognised as to ignore it is to #fail #commschat

7:53 pm **EmilyCagle:** RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

7:53 pm **AmberCadabra:** @SuzieLin Thanks for joining us! #commschat

7:53 pm **andynowlan:** @AmberCadabra Definitely - and when taken out of comms context is still an 'awkward' word for me #commschat

7:53 pm **THO_R:** RT @Daryl_Woods: Very interesting conversation about community #commschat right now. Check it out.

7:53 pm **AmberCadabra:** @TomCayman I adore you for saying that. #commschat

7:53 pm **mazherabidi:** @TomCayman I think genuine would be a better term...but the sentiment was there! #commschat

7:53 pm **AmberCadabra:** RT @TomCayman @AmberCadabra "CM Pro" didn't exist as a job title 2-3 yrs ago..we need broader horizons for these roles #commschat

7:53 pm **SethOrNone:** RT @NotFromBolton A company is a community in itself, this has to be recognised as to ignore it is to #fail #commschat

7:53 pm **drewhawkins:** RT @AdamFairclough Shouldnt underestimate amount of time that needs to go into communities to build a level of trust #commschat

7:53 pm **Dan_Martin:** RT @EmilyCagle: RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

7:53 pm **joeldon:** @jgombita IME at the end of the day clients focus on the bottom-line. Not everyone drinks the "community" Kool-Aid just -- yet. #CommsChat

7:53 pm **Olivia6C:** RT @EmilyCagle: RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

7:53 pm **LynnKoves:** RT @AdamFairclough: We shouldn't underestimate the amount of time that needs to go into communicating with communities to build a level of trust #CommsChat

7:53 pm **AdamFairclough:** Has anyone got only good examples or case studies of successful community engagement? #CommsChat

7:53 pm **NotFromBolton:** RT @Dan_Martin: RT @EmilyCagle: RT @andynowlan: Mutual respect and recognition go a long way (in a community) #CommsChat

7:53 pm **NicWirtz:** @RelocationAlly Or you do something to activate the community, a competition or something. Analyse sales metrics before/after #commschat

7:54 pm **CommsChat:** RT @Dan_Martin: RT @EmilyCagle: RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

7:54 pm **AdamVincenzini:** RT @Dan_Martin: RT @EmilyCagle: RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

7:54 pm **tab_b:** RT @TomCayman: @AmberCadabra "CM Pro" didnt exist as a job title 2-3 yrs ago..we need broader horizons for these roles #commschat

7:54 pm **AdamFairclough:** That should be 'any', not 'only!' #CommsChat

7:54 pm **Florina_B:** @AdamFairclough great question! #commschat

7:54 pm **antwizzel:** Hi guys, sorry I'm late. First time for me to join this chat :) #commschat

7:54 pm **AmberCadabra:** SO true. RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

7:54 pm **NotFromBolton:** RT @AdamFairclough: Has anyone got only good examples or case studies of successful community engagement? ?? Yes >> @bradburton #CommsChat

7:55 pm **GinaBo:** Totally agree RT @AdamFairclough Shouldnt underestimate amount of time that needs to go into communities to build level of trust #commschat

7:55 pm **bbenishek:** RT @tab_b: @TomCayman: @AmberCadabra "CM Pro" didnt exist as a job title 2-3 yrs ago <We need to be the ones to define the roles. #commschat

7:55 pm **AmberCadabra:** As we wind down to the last 5, THANK YOU all for sharing great ideas with lots of good discussion and respect. So appreciated! #commschat

7:55 pm **dan_larkin:** RT @AdamFairclough: We shouldn't underestimate the amount of time that needs to go into communicating with communities to build a level of trust #CommsChat

7:55 pm **jane63c:** we can learn lessons from the co-operative societies who have been active in community engagement for a century or more #commschat

7:55 pm **TomCayman:** #commschat re @adamfairclough on time investment, I put 2+ hrs per day into forums (for biz)... 6+ years ago

7:55 pm **eliotfrick:** @TomCayman Yes, but leadership hasn't proven scalable. Yet. #commschat

7:55 pm **bbenishek:** Meeting in 5, will definitely get the transcript later. Fantastic chat! #commschat

7:56 pm **CommsChat:** RT @AmberCadabra: As we wind down to the last 5, THANK YOU all for sharing great ideas with lots of good discussion and respect. #CommsChat

7:56 pm **BrendaJohima:** RT @AmberCadabra: SO true. RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

7:56 pm **NicWirtz:** @RichBecker Thanks for the examples. Intolerance you combat with defined community rules. #commschat

7:56 pm **BrendaJohima:** RT @AdamFairclough: Has anyone got only good examples or case studies of successful community engagement? #CommsChat

7:56 pm **BrendaJohima:** RT @AdamFairclough: We shouldn't underestimate the amount of time that needs to go into communicating with communities to build a level of trust #CommsChat

7:56 pm **GinaBo:** @AmberCadabra thanks great session tonight #commschat

7:56 pm **jgombita:** @joeldon thinking in terms of in-house PR management function, which I think is best-suited to build communities/relationships #commschat

7:56 pm **EmilyCagle:** RT @AmberCadabra: As we wind down to the last 5, THANK YOU all for sharing great ideas with lots of good discussion and respect. #CommsChat

7:56 pm **bsak:** @AmberCadabra Thanks to you and to everyone! First #commschat

7:56 pm **NicWirtz:** @RichBecker Facts are more difficult - no chief fact checker in communities :) If it gets out of hand come up with comm. answer #commschat

7:56 pm **TomCayman:** #commschat get CM from anyone in your org who a) "gets" community, b) believes in your org, c) can write, d) understand underlying goals

7:56 pm **AmberCadabra:** My challenge to all of us: keep teaching and sharing the value of community to others. No such thing as too much understanding. #commschat

7:57 pm **CommsChat:** Guys, please give @AmberCadabra a BIG thank you as we finish up, we really appreciate her time and perspective :) #CommsChat

7:57 pm **Florina_B:** RT @AmberCadabra: My challenge to all of us: keep teaching and sharing the value of community to others. No such thing as too much understanding. #commschat

7:57 pm **AdamFairclough:** Could we finish with some links to good examples of community communications, perhaps some ppl have been working on? #CommsChat

7:57 pm **eliotfrick:** @daniellesmyname Agreed. And it's not just the discomfort of the board that is problematic. It's the whole management edifice. #commschat

7:57 pm **gombita:** @SethOrNone sales are certainly marketing's (main) objective, but not necessarily the main ones of PR. #commschat

7:57 pm **NicWirtz:** @AmberCadabra A4 The more you participate, the more you get back. Need to observe/listen too. #commschat

7:57 pm **BrendaJohima:** RT @Daryl_Woods: Very interesting conversation about community #commschat right now. Check it out.

7:57 pm **AdamFairclough:** Thanks @AmberCadabra! #CommsChat

7:57 pm **RichBecker:** @AmberCadabra Glad I stumbled in before lunch. Great value, especially in terms of discussion points. #CommsChat

7:57 pm **NotFromBolton:** RT @AmberCadabra: My challenge to all of us: keep teaching and sharing the value of community to others. // I am trying :) #CommsChat

7:57 pm **BrendaJohima:** RT @TomCayman: @mazherabidi don't confuse authenticity/authentic with need to authenticate... try genuine instead if you like #commschat

7:57 pm **TomCayman:** Depends on the leadership, I have many examples RT @eliotfrick: @TomCayman Yes, but leadership hasn't proven scalable. Yet. #commschat

7:57 pm **ZoeAngelSeo:** RT @CommsChat: We have more than 120 people participating in tonight's chat - great turn out :) #CommsChat

7:57 pm **NicWirtz:** #commschat A4 Best ways to give back are by being helpful, informative and just being part of the community.

7:57 pm **Florina_B:** Exceptional job @AmberCadabra :) and congrats as always @AdamVincenzini & @EmilyCagle#commschat

7:57 pm **pillarpr:** Thanks @AmberCadabra for a great chat this eve. Thanks to everyone else too - you always get me thinking... #commschat

7:57 pm **AmberCadabra:** If I can help re: how we foster community (that's my job), drop a line anytime. #commschat

7:58 pm **LisaPetrilli:** Absolutely RT @_kevinrowe: @AmberCadabra ...@mackcollier's #blogchat is a great ex of communities on twitter #commschat

7:58 pm **LynnKoves:** @AmberCadabra Awesome chat! This time next week? #commschat

7:58 pm **BrendaJohima:** RT @CommsChat: We have more than 120 people participating in tonight's chat - great turn out :) #CommsChat

7:58 pm **AmberCadabra:** @RichBecker Thanks, Rich. You always bring great perspective. Thanks for being here! #commschat

7:58 pm **franklogic:** If you missed out on #commschat go to <http://wthashtag.com/> to generate and transcript and save as pdf or print

7:58 pm **NicWirtz:** #commschat A4 Nothing validates an individual and a community more than interaction within the community.

7:58 pm **TanMcG:** Whoa! The #commschat is back and looks amazing!

7:58 pm **tab_b:** Thanks for the fantastic chat @AmberCadabra - fantastic topic! :) #commschat

7:58 pm **ZoeAngelSeo:** RT @EmilyCagle: RT @pillarpr: Q4: Respect and honesty are also vital to a vibrant community. #commschat

7:58 pm **RobSilverstone:** Stumbled onto #CommsChat by mistake. What an awesome mistake! Must get hold of that transcript

7:58 pm **TomCayman:** #commschat thanks to all from the Cayman Islands, now back to managing my underwater fire prevention community :)

7:58 pm **CommsChat:** Wow! 140 contributors tonight - thank you all for making this such a great community :) #CommsChat

7:59 pm **mazherabidi:** @AmberCadabra This was really interesting today, got a phonecall had to jump out, will need transcript! #commschat

7:59 pm **Florina_B:** RT @CommsChat: Wow! 140 contributors tonight - thank you all for making this such a great community :) #CommsChat

7:59 pm **AmberCadabra:** RT @franklogic If you missed out on #commschat go to <http://wthashtag.com/> to generate and transcript and save as pdf or print

7:59 pm **AdamFairclough:** If anyone wants to direct message me a link to an example(s) of good community communications, please feel free anytime! #CommsChat

7:59 pm **KnHall:** RT @AmberCadabra: My challenge to all of us: keep teaching and sharing the value of community to others. No such thing as too much understanding. #commschat

7:59 pm **joeldon:** @gombita Agreed, the complexion for community-building is different for in-house vs. outside consultants #CommsChat

7:59 pm **mccjustin:** 140 contributors may have been a bit much to follow in the crowd lol #CommsChat

7:59 pm **ZoeAngelSeo:** RT @CommsChat: RT @Dan_Martin: RT @EmilyCagle: RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

7:59 pm **WriterChanelle:** @NicWirtz And it sure does make the person facilitating the community growth feel good. (personal experience) #commschat

7:59 pm **kseniacoffman:** @daniellesmyname Yes, have to define long-term metrics after getting the initial OK: traffic referrals, leads, PR opps, etc #commschat

8:00 pm **ZoeAngelSeo:** RT @jane63c: we can learn lessons from the co-operative societies who have been active in community engagement for a century or more #commschat

8:00 pm **gemmawent:** Darn it, missed #CommsChat as I was getting some stuff finished. Looking forward to the transcript

8:00 pm **garethconnor:** RT @CommsChat: Wow! 140 contributors tonight - thank you all for making this such a great community :) #CommsChat

8:00 pm **paulgailey:** Shouldn't underestimate amount of trust that needs to go into a community manager to build a level of bottom line success #commschat

8:00 pm **andynowlan:** Thanks all for #commschat look forward to looking over transcript tomorrow - @AmberCadabra was a great host!

8:00 pm **k2advisory:** RT @AdamFairclough Shouldn't underestimate amount of time that needs to go into communities to build a level of trust #commschat

8:00 pm **NotFromBolton:** RT @AmberCadabra: RT @franklogic If you missed out on #commschat go to <http://wthashtag.com/> to generate a transcript #CommsChat

8:00 pm **jonniebgoad:** RT @AmberCadabra: My challenge to all of us: keep teaching and sharing the value of community to others. No such thing as too much understanding. #commschat

8:00 pm **Olivia6C:** Great #commschat today with @ambercadabra. If you didn't make it today make sure to join next week.

8:00 pm **AmberCadabra:** @NordicaLDN Not a worry! Grab the transcript. And I'm always down to chat about this stuff. #commschat

8:00 pm **NicWirtz:** @WriterChanelle Should have been more specific, meant in a community :) #blogchat #commschat

8:00 pm **jpgombita:** @joeldon do you think social media/communities are an easier...or harder...sell for in-house people? (I think often it's harder.) #CommsChat

8:00 pm **NicWirtz:** @WriterChanelle And even more specific, an online one #commschat

8:00 pm **ZoeAngelSeo:** huge numbers taking part in #CommsChat tonight

8:01 pm **AmberCadabra:** I'm always open to continuing conversation around communities, all. Thanks again for being here, and for sharing your ideas. #commschat

8:01 pm **NotFromBolton:** @gemmawent you missed a blinder :) #CommsChat

8:01 pm **WriterChanelle:** @TomCayman LOL...that is an option re: pay someone #commschat

8:01 pm **paulgailey:** Me too! RT @GemmaWent: Darn it, missed #CommsChat as I was getting some stuff finished. Looking forward to the transcript

8:01 pm **NicWirtz:** @SethOrNone VPs will certainly put value in a company that helps direct its message not lose it to outsiders. #commschat

8:01 pm **NotFromBolton:** @AmberCadabra Thank you :) #CommsChat

8:01 pm **ZoeAngelSeo:** @CommsChat What's next weeks #CommsChat topic?

8:01 pm **EmilyCagle:** @AmberCadabra Thanks :) #CommsChat

8:02 pm **ZoeAngelSeo:** RT @CommsChat: Wow! 140 contributors tonight - thank you all for making this such a great community :) #CommsChat

8:02 pm **BrendaJohima:** Join #commschat 4 an interesting conversation on #socialmedia and #community

8:02 pm **eliotfrick:** @TomCayman I'd be interested to chat about it. The fundamental problem of democracy is mob rule. Too many leaders. #commschat

8:02 pm **elliottross:** RT @AmberCadabra: SO true. RT @andynowlan: Mutual respect and recognition go a long way (in a community) #commschat

8:03 pm **CommsChat:** Guys, details surrounding next week's chat will be announced in the next few days #CommsChat